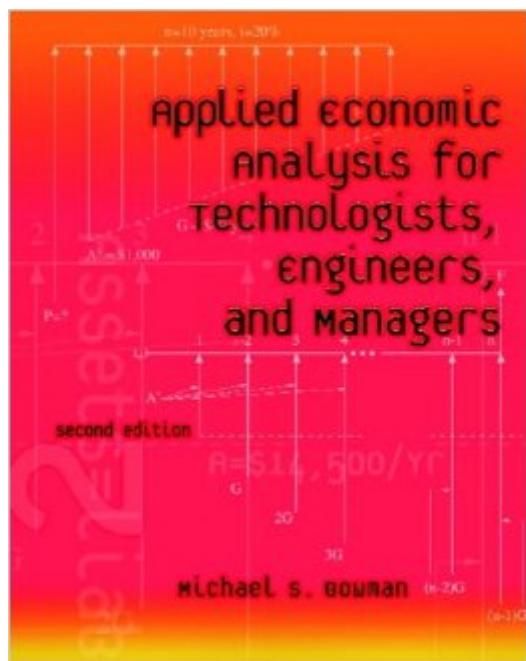


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Applied Economic Analysis For Technologists, Engineers, And Managers (2nd Edition)



Synopsis

This book provides a practical approach to making integrated financial decisions in contemporary organizations. While mathematics is used throughout, it focuses on the application of the math techniques used in real-world settings. Examples, Questions, Problems, and Discussion Cases balance quantitative analysis, team based decisions, technical factors, and qualitative information. A four-part organization covers financial concepts, financial analysis and time value of money, financial decision making, and continuous financial improvement. For those working in design, process and manufacturing engineering, purchasing, and financial analysis in both manufacturing and service organizations; for members of financial improvement teams; and for technical and senior managers.

Book Information

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An excellent text book introducing the basic principles of applied economic analysis. The author uses many everyday practical examples to help illustrate Time Value Money (TVM) calculations. I highly recommend this book to anyone who wants to gain a better understanding on how to use TVM calculations or help justify projects, expenditures, etc. either at work or at home.

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